REMARKS

Claim 1 has been amended to clarify the subject matter regarded as the invention. New claims 3-7 have been added. Claims 1-7 are pending.

Claims 1 and 2 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Soulanille in view of Padden. The rejection is respectfully traversed.

With respect to claim 1, the claim has been amended to recite "each directory listing in the phone number result list includes an associated set of transaction data" and "generating a paid referral business transaction includes automatically sending the set of transaction data associated with the selected one of the directory listings to a respective first or only stage of each of said one or a plurality of derivative business transactions." Support for the amendments to claim 1 is found without limitation in the application at [0033], [0035], [0054] – [0058], and Figures 5 and 7. Neither Soulanille nor Padden appears to describe a list of referrals in which each referral includes a set of transaction data which is sent automatically to multiple destinations in response to the corresponding referral being selected from the list. As such, claim 1 is believed to be allowable.

In addition, the office action identifies certain portions of Soulanille as satisfying the language added to claim 1 in the prior amendment, but in those portions applicants do not see any reference to any "hierarchical multi-step automated process" that includes a first component process that is "configured to process data comprising a set of transaction data encapsulated as a package; repackage the transaction data, including context data associated with the first component process; and send the repackage transaction and context data to a next component process," as recited in claim 1. In particular, there does not appear to be any mention in Soulanille of packaging or repackaging any business transaction data, much less doing so in a way that adds associated process context data, as recited in claim 1. In any future office action it would be helpful if the examiner would indicate and explain more specifically how the language of the claim, particular the steps of packaging and repackaging and the inclusion of context data, are taught by Soulanille.

With respect to claim 2, and as noted above with respect to claim 1, Soulanille and Padden do not appear to teach, either singly or in combination, encapsulating business transaction data, including by adding "a resulting system state as the transaction context for the particular business process" with successive transaction contexts being added in the manner recited in claim 2. As such, claim 2 is believed to be allowable.

Claim 3 and 4 depend from claim 2 and are believed to be allowable for the same reasons described above. In addition, neither Soulanille nor Padden appears to describe successive transaction contexts being added in the particular manner recited in claim 3, see, e.g., Application at Figure 8 and associated text, and claim 3 is believed to be allowable on for this additional reason. Finally, claim 4 describes particular transaction context data that does not appear to be described by Soulanille or Padden as being added by successive steps in a multi-step business transaction, and claim 4 is believed to be allowable on for this additional reason.

Claims 5-7 depend from claim 1 and are believed to be allowable for the same reasons described above. In addition, neither Soulanille nor Padden appears to describe encapsulating transaction data in the particular manner further recited in claims 5-7. As such, claims 5-7 are believed to be allowable.

The foregoing amendments are not to be taken as an admission of unpatentability of any of the claims prior to the amendments.

Reconsideration of the application and allowance of all claims are respectfully requested based on the preceding remarks. If at any time the Examiner believes that an interview would be helpful, please contact the undersigned.

Respectfully submitted,

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